



Build Your Business Around Your Customers Not Channels

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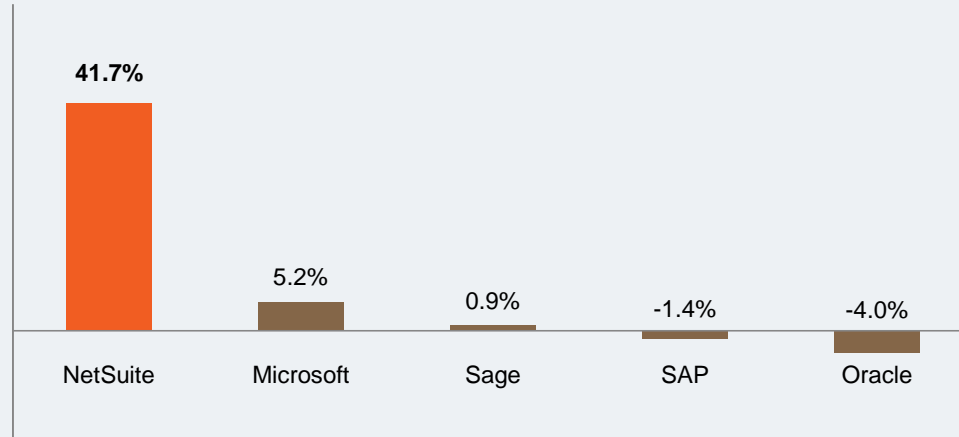
NetSuite Overview

- The world's #1 cloud business management suite
- Listed on NYSE "N"
- 3000+ employees
- \$414.5M revenue in FY13 (34%+)
- Used by 20,000+ organisations
- Used across 100+ countries



NetSuite, the Trusted Leader in Cloud ERP

**Gartner Names NetSuite
the Fastest Growing FMS
Software Vendor Globally,
by Market Share Growth**



Gartner

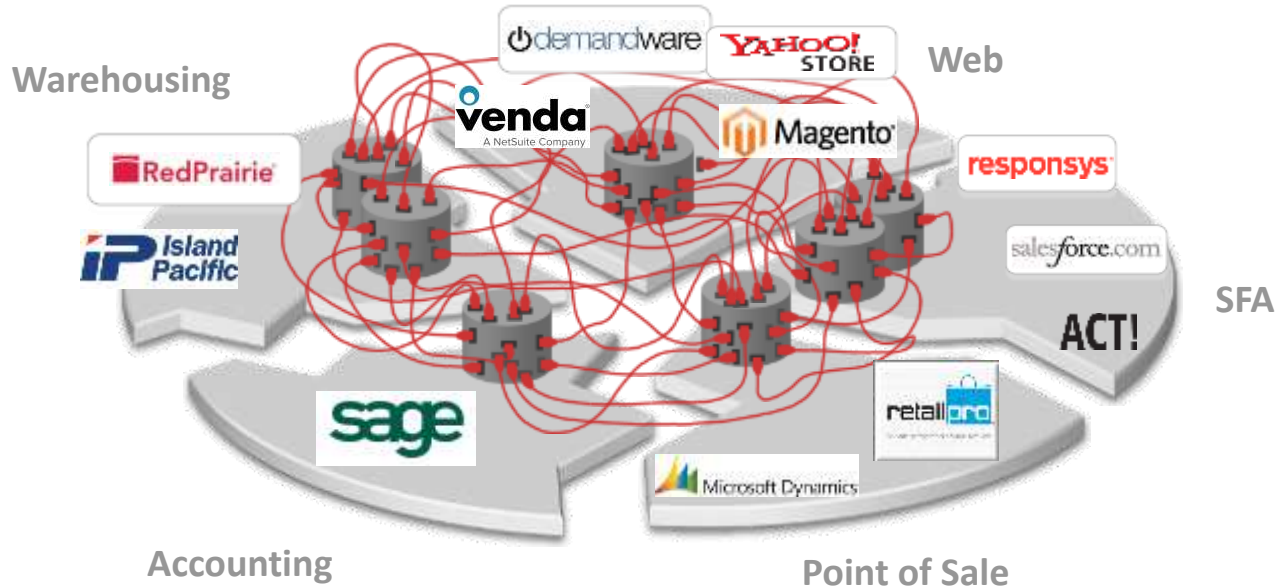
“NetSuite is the most successful ERP suite SaaS provider operating in terms of active customers, international presence and functionality offered across the product.”

Market Share: All Software Markets, Worldwide, 2013, Published April 2014
Chart created by NetSuite based on Gartner Market Share Note

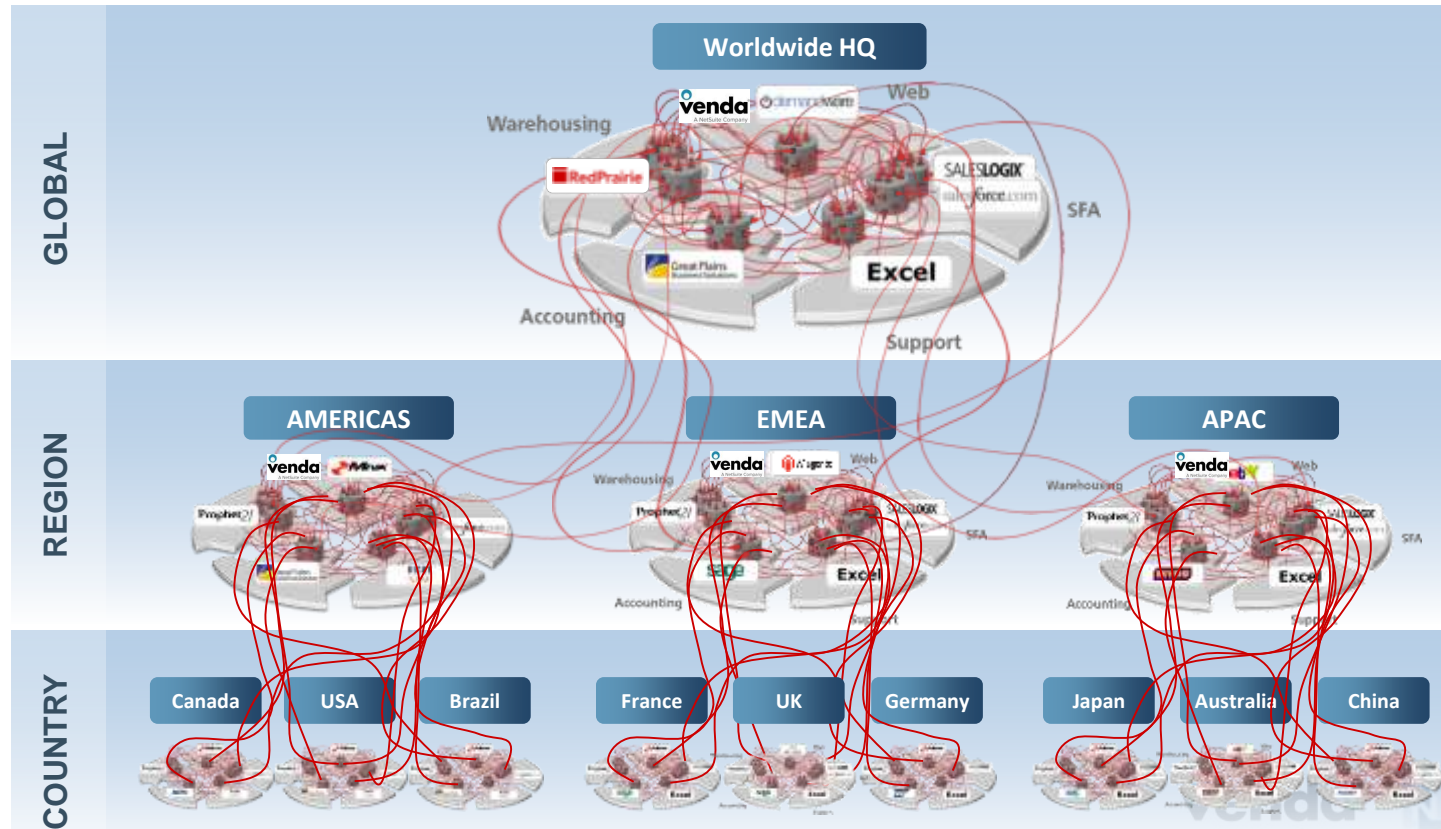
Challenges of Shaping a Retail Business

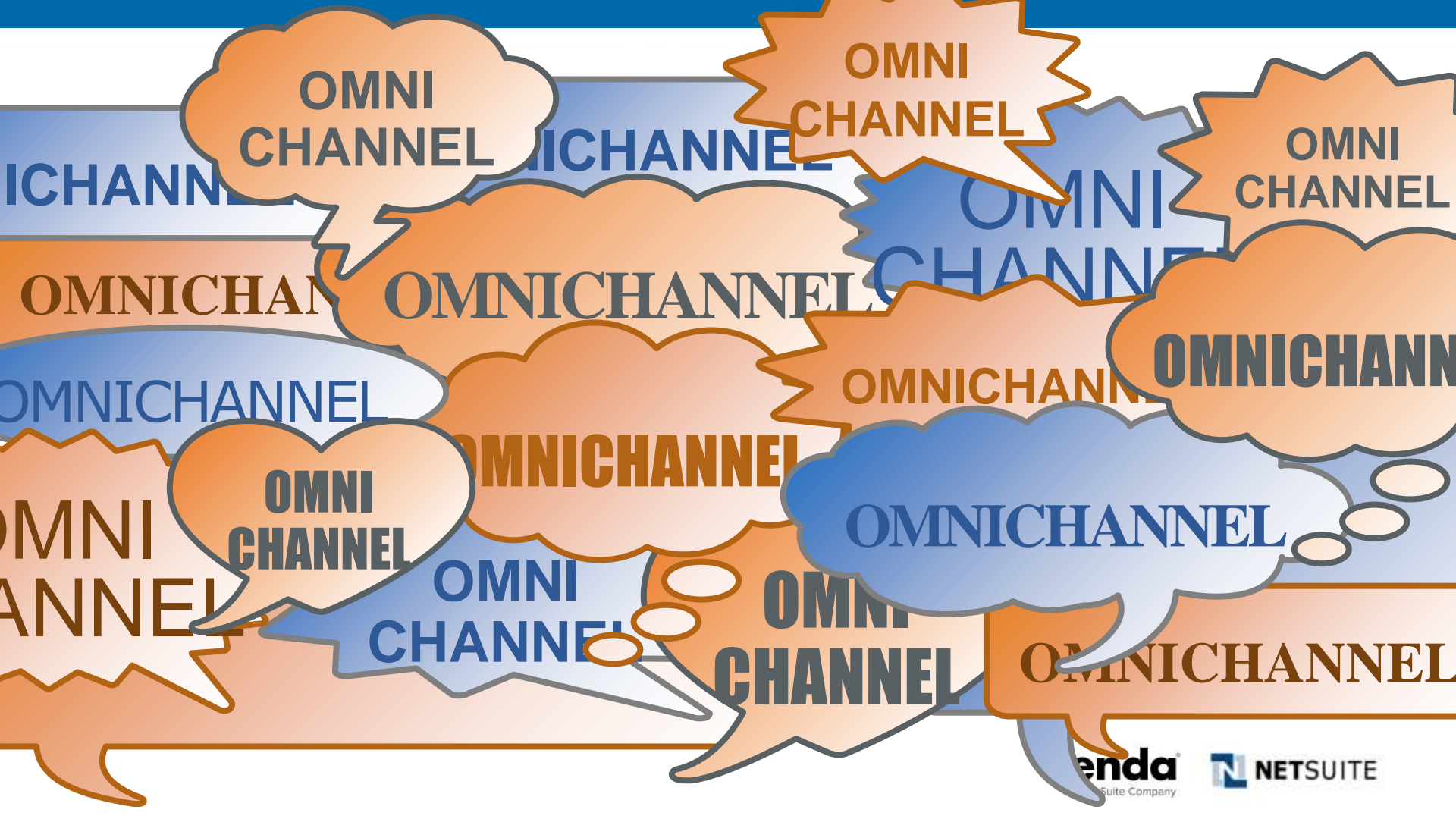
- **Proliferation of transactional channels**
- **Rising customer expectations for immediacy and service**
- **Globalisation of opportunity and supply chain**
- **Maintenance and adaption of systems to keep up with the pace of business**

The Typical Way



Try Managing a Global Business





OMNI CHANNEL

OMNI CHANNEL

OMNI CHANNEL

OMNICHANNEL

OMNICHANNEL

OMNI CHANNEL

OMNICHANNEL

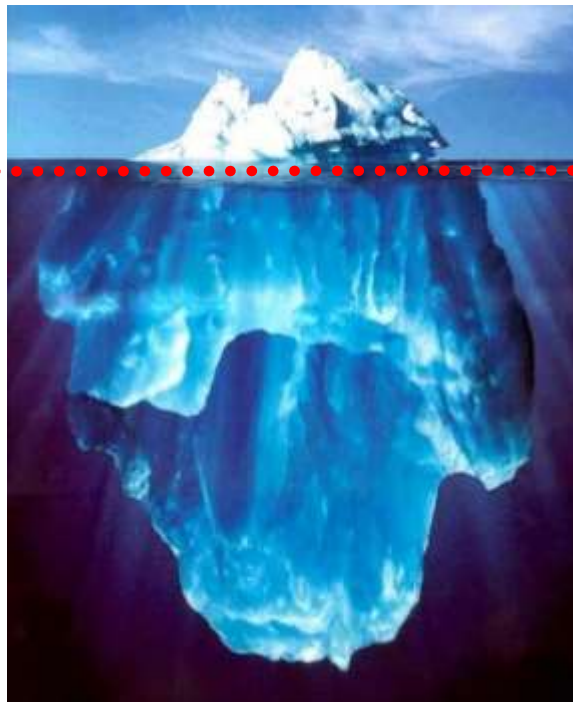
OMNI CHANNEL

OMNI CHANNEL

OMNICHANNEL

Commerce is More than Just Shopping

- Product content
 - Checkout
 - Search
 - Site Analytics
-
- + Order Fulfilment
 - + Inventory & Warehouse Management
 - + Customer Service & Support
 - + Merchandise Planning, Purchasing
 - + Marketing (Email, Search, SEO)
 - + Additional Channels (Affiliates, eBay, etc.)
 - + Business Models (B2C, B2B)
 - + Shipping and Deliveries
 - + Accounting



One System for Running a Business



Today's Commerce Challenges

Customer experience is priority

Omnichannel has changed the game

Business models are evolving

B2B, B2C, B2B2C, B2B2B

What's next for ?

How do you future-proof your investments today?



CUSTOMER COMMERCE: THE WAY FORWARD

- A foundational orientation around the customer
- Systems need to be redesigned around the customer, not channels

Pillars for Achieving Customer Commerce



Innovative Experiences



360° Customer View



Intelligent Order Orchestration



Unlimited Expansion



Single Platform

Innovative Experiences

BUSINESS DRIVER

- **Platform for differentiation**
- **Performance and scalability are a must**
- **Support multiple devices**
- **Utilise industry standard technology**

NETSUITE DELIVERS

- Responsive design starter store
- Future-proof, services oriented architecture
- B2C calibre experience for every shopper
- Interactive features: Faceted search, multi-view, zoom, reviews

CUSTOMER EXAMPLE



360° Customer View

BUSINESS DRIVER

- A business system designed around the customer
- Single version of the truth across every channel
- Full customer transactional history
- True measurement of *customer lifetime profit*

NETSUITE DELIVERS

- True omnichannel customer view
- Single version of the truth for pricing, promotions
- Integrated customer service
- Segment and personalise
- Accurate picture of your customer

CUSTOMER EXAMPLE



Intelligent Order Orchestration

BUSINESS DRIVER

- Centrally manage orders from multiple channels
- Inventory optimisation with real-time, enterprise-wide inventory visibility
- Extend inventory visibility to customers
- Connect global supply and distribution chains

NETSUITE DELIVERS

- Unlimited number of inventory locations
- Customisable order routing rules
- Native integration between ecommerce/in store order data
- Integration with purchasing to support ATP (Available to Promise), avoids out-of-stocks
- Continuity and subscription orders

CUSTOMER EXAMPLE



Unlimited Expansion

BUSINESS DRIVER

- **Ecommerce unlocks global opportunity**
- **Complexities associated with multi-language, multi-currency and multi-tax slow expansion**
- **Separate systems make expansion cost-prohibitive**
- **Multiple business models**

NETSUITE DELIVERS

- Multi-language, multi-currency, multi-tax
- B2C & B2B on same platform
- Multi-site capability speeds growth
- Virtually unlimited subsidiary reporting
- Native translation of back-office UI

CUSTOMER EXAMPLE



Single Cloud-Based Platform

BUSINESS DRIVER

- **Avoid maintaining separate systems**
- **Deliver real-time data visibility across the company**
- **Avoid fragmented development expertise**
- **Implement business logic once, enforce everywhere**

NETSUITE DELIVERS

- Natively unified eCommerce, POS, inventory and order management, marketing, merchandising, customer service and financials
- No ongoing integration costs
- Seamless upgrades
- Enterprise-wide data visibility
- Unification of supply chain and customer demand

CUSTOMER EXAMPLE



Why Today's Retailers Choose NetSuite



Designed for Modern Business



Flexibility Built In



Business Intelligence For All



Commerce-Ready ERP



It Just Works

NetSuite Momentum in Retail

Investments

- SuiteCommerce Launched May '12
- Acquired Retail Anywhere, Nov '12
- Acquired LightCMS, March '13
- Acquired OrderMotion, May '13
- Acquired Venda, July '14

Performance

- Retail vertical 2013 top performer
- 3,000+ B2B and B2C websites run on NetSuite Commerce solutions
- 6 million+ orders processed per month
- 70 million+ products managed

Q&A

